



Market Profile

Raymer (New Raymer) town, CO (0863045)

Geography: Place

Raymer (New R...

Population Summary	
2000 Total Population	80
2010 Total Population	96
2018 Total Population	107
2018 Group Quarters	0
2023 Total Population	113
2018-2023 Annual Rate	1.10%
2018 Total Daytime Population	88
Workers	35
Residents	53
Household Summary	
2000 Households	30
2000 Average Household Size	2.60
2010 Households	37
2010 Average Household Size	2.59
2018 Households	41
2018 Average Household Size	2.61
2023 Households	43
2023 Average Household Size	2.60
2018-2023 Annual Rate	0.96%
2010 Families	30
2010 Average Family Size	2.70
2018 Families	30
2018 Average Family Size	3.03
2023 Families	31
2023 Average Family Size	3.10
2018-2023 Annual Rate	0.66%
Housing Unit Summary	
2000 Housing Units	42
Owner Occupied Housing Units	54.8%
Renter Occupied Housing Units	16.7%
Vacant Housing Units	28.6%
2010 Housing Units	55
Owner Occupied Housing Units	54.5%
Renter Occupied Housing Units	12.7%
Vacant Housing Units	32.7%
2018 Housing Units	57
Owner Occupied Housing Units	54.4%
Renter Occupied Housing Units	17.5%
Vacant Housing Units	28.1%
2023 Housing Units	57
Owner Occupied Housing Units	57.9%
Renter Occupied Housing Units	17.5%
Vacant Housing Units	24.6%
Median Household Income	
2018	\$64,416
2023	\$76,160
Median Home Value	
2018	\$350,000
2023	\$500,000
Per Capita Income	
2018	\$27,729
2023	\$32,883
Median Age	
2010	45.0
2018	43.3
2023	45.4

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



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2018 Households by Income

Household Income Base	Count	Percentage
<\$15,000	41	7.3%
\$15,000 - \$24,999		7.3%
\$25,000 - \$34,999		4.9%
\$35,000 - \$49,999		12.2%
\$50,000 - \$74,999		26.8%
\$75,000 - \$99,999		26.8%
\$100,000 - \$149,999		9.8%
\$150,000 - \$199,999		2.4%
\$200,000+		2.4%
Average Household Income		\$72,492

2023 Households by Income

Household Income Base	Count	Percentage
<\$15,000	44	4.5%
\$15,000 - \$24,999		4.5%
\$25,000 - \$34,999		4.5%
\$35,000 - \$49,999		9.1%
\$50,000 - \$74,999		25.0%
\$75,000 - \$99,999		29.5%
\$100,000 - \$149,999		18.2%
\$150,000 - \$199,999		2.3%
\$200,000+		2.3%
Average Household Income		\$84,669

2018 Owner Occupied Housing Units by Value

Total	Count	Percentage
<\$50,000	30	0.0%
\$50,000 - \$99,999		0.0%
\$100,000 - \$149,999		0.0%
\$150,000 - \$199,999		0.0%
\$200,000 - \$249,999		0.0%
\$250,000 - \$299,999		43.3%
\$300,000 - \$399,999		13.3%
\$400,000 - \$499,999		3.3%
\$500,000 - \$749,999		23.3%
\$750,000 - \$999,999		6.7%
\$1,000,000 - \$1,499,999		10.0%
\$1,500,000 - \$1,999,999		0.0%
\$2,000,000 +		0.0%
Average Home Value		\$510,000

2023 Owner Occupied Housing Units by Value

Total	Count	Percentage
<\$50,000	32	0.0%
\$50,000 - \$99,999		0.0%
\$100,000 - \$149,999		0.0%
\$150,000 - \$199,999		0.0%
\$200,000 - \$249,999		0.0%
\$250,000 - \$299,999		9.4%
\$300,000 - \$399,999		21.9%
\$400,000 - \$499,999		18.8%
\$500,000 - \$749,999		25.0%
\$750,000 - \$999,999		6.2%
\$1,000,000 - \$1,499,999		18.8%
\$1,500,000 - \$1,999,999		0.0%
\$2,000,000 +		0.0%
Average Home Value		\$632,031

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

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2010 Population by Age

Total	96
0 - 4	5.2%
5 - 9	10.4%
10 - 14	6.2%
15 - 24	10.4%
25 - 34	10.4%
35 - 44	7.3%
45 - 54	18.8%
55 - 64	12.5%
65 - 74	15.6%
75 - 84	2.1%
85 +	1.0%
18 +	74.0%

2018 Population by Age

Total	106
0 - 4	5.7%
5 - 9	5.7%
10 - 14	6.6%
15 - 24	11.3%
25 - 34	11.3%
35 - 44	11.3%
45 - 54	14.2%
55 - 64	17.0%
65 - 74	10.4%
75 - 84	4.7%
85 +	1.9%
18 +	78.3%

2023 Population by Age

Total	111
0 - 4	5.4%
5 - 9	6.3%
10 - 14	7.2%
15 - 24	9.9%
25 - 34	9.0%
35 - 44	11.7%
45 - 54	13.5%
55 - 64	16.2%
65 - 74	13.5%
75 - 84	5.4%
85 +	1.8%
18 +	77.5%

2010 Population by Sex

Males	49
Females	47

2018 Population by Sex

Males	56
Females	50

2023 Population by Sex

Males	58
Females	53

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



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Raymer (New Raymer) town, CO (0863045)

Geography: Place

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2010 Population by Race/Ethnicity

Total	96
White Alone	97.9%
Black Alone	0.0%
American Indian Alone	1.0%
Asian Alone	0.0%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.0%
Two or More Races	1.0%
Hispanic Origin	8.3%
Diversity Index	18.8

2018 Population by Race/Ethnicity

Total	107
White Alone	92.5%
Black Alone	0.0%
American Indian Alone	0.9%
Asian Alone	0.0%
Pacific Islander Alone	0.0%
Some Other Race Alone	4.7%
Two or More Races	1.9%
Hispanic Origin	12.1%
Diversity Index	32.7

2023 Population by Race/Ethnicity

Total	112
White Alone	92.0%
Black Alone	0.0%
American Indian Alone	0.9%
Asian Alone	0.0%
Pacific Islander Alone	0.0%
Some Other Race Alone	5.4%
Two or More Races	1.8%
Hispanic Origin	12.4%
Diversity Index	34.9

2010 Population by Relationship and Household Type

Total	96
In Households	100.0%
In Family Households	88.5%
Householder	31.2%
Spouse	27.1%
Child	26.0%
Other relative	0.0%
Nonrelative	4.2%
In Nonfamily Households	11.5%
In Group Quarters	0.0%
Institutionalized Population	0.0%
Noninstitutionalized Population	0.0%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

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2018 Population 25+ by Educational Attainment	
Total	77
Less than 9th Grade	3.9%
9th - 12th Grade, No Diploma	5.2%
High School Graduate	22.1%
GED/Alternative Credential	2.6%
Some College, No Degree	29.9%
Associate Degree	10.4%
Bachelor's Degree	20.8%
Graduate/Professional Degree	5.2%
2018 Population 15+ by Marital Status	
Total	88
Never Married	25.0%
Married	62.5%
Widowed	4.5%
Divorced	8.0%
2018 Civilian Population 16+ in Labor Force	
Civilian Employed	98.2%
Civilian Unemployed (Unemployment Rate)	1.8%
2018 Employed Population 16+ by Industry	
Total	54
Agriculture/Mining	13.7%
Construction	13.7%
Manufacturing	5.9%
Wholesale Trade	3.9%
Retail Trade	9.8%
Transportation/Utilities	9.8%
Information	0.0%
Finance/Insurance/Real Estate	2.0%
Services	37.3%
Public Administration	3.9%
2018 Employed Population 16+ by Occupation	
Total	52
White Collar	55.8%
Management/Business/Financial	19.2%
Professional	9.6%
Sales	7.7%
Administrative Support	19.2%
Services	15.4%
Blue Collar	28.8%
Farming/Forestry/Fishing	3.8%
Construction/Extraction	7.7%
Installation/Maintenance/Repair	3.8%
Production	3.8%
Transportation/Material Moving	9.6%
2010 Population By Urban/ Rural Status	
Total Population	96
Population Inside Urbanized Area	0.0%
Population Inside Urbanized Cluster	0.0%
Rural Population	100.0%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



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2010 Households by Type

Total	37
Households with 1 Person	13.5%
Households with 2+ People	86.5%
Family Households	81.1%
Husband-wife Families	70.3%
With Related Children	24.3%
Other Family (No Spouse Present)	10.8%
Other Family with Male Householder	2.7%
With Related Children	2.7%
Other Family with Female Householder	8.1%
With Related Children	8.1%
Nonfamily Households	5.4%
All Households with Children	35.1%
Multigenerational Households	2.7%
Unmarried Partner Households	2.7%
Male-female	2.7%
Same-sex	0.0%

2010 Households by Size

Total	37
1 Person Household	13.5%
2 Person Household	45.9%
3 Person Household	16.2%
4 Person Household	16.2%
5 Person Household	8.1%
6 Person Household	0.0%
7 + Person Household	0.0%

2010 Households by Tenure and Mortgage Status

Total	37
Owner Occupied	81.1%
Owned with a Mortgage/Loan	43.2%
Owned Free and Clear	37.8%
Renter Occupied	18.9%

2010 Housing Units By Urban/ Rural Status

Total Housing Units	55
Housing Units Inside Urbanized Area	0.0%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	100.0%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



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Top 3 Tapestry Segments

1. Prairie Living (6D)
2. Top Tier (1A)
3. Professional Pride (1B)

2018 Consumer Spending

Apparel & Services: Total \$	\$72,316
Average Spent	\$1,763.80
Spending Potential Index	81
Education: Total \$	\$31,909
Average Spent	\$778.27
Spending Potential Index	54
Entertainment/Recreation: Total \$	\$136,345
Average Spent	\$3,325.50
Spending Potential Index	103
Food at Home: Total \$	\$217,129
Average Spent	\$5,295.83
Spending Potential Index	106
Food Away from Home: Total \$	\$123,280
Average Spent	\$3,006.82
Spending Potential Index	86
Health Care: Total \$	\$267,742
Average Spent	\$6,530.30
Spending Potential Index	114
HH Furnishings & Equipment: Total \$	\$78,290
Average Spent	\$1,909.51
Spending Potential Index	91
Personal Care Products & Services: Total \$	\$27,938
Average Spent	\$681.42
Spending Potential Index	82
Shelter: Total \$	\$497,283
Average Spent	\$12,128.85
Spending Potential Index	72
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$89,174
Average Spent	\$2,174.98
Spending Potential Index	87
Travel: Total \$	\$66,907
Average Spent	\$1,631.87
Spending Potential Index	76
Vehicle Maintenance & Repairs: Total \$	\$44,149
Average Spent	\$1,076.80
Spending Potential Index	100

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Consumer Spending data are derived from the 2015 and 2016 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

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